


# Email + Blog = CRM

## How to avoid the pitfalls and make your CRM Blog work

Speaker: Marco De Veglia

CustomersFinder

# Foreword

a) Your business has to right for CRM
b) I will focus exclusively on CRM
c) Communications increases CRM results





# Your business has to be right for CRM

You must be able to know and contact your customers

Your product must be technically or emotionally involving

You must have margins to fund CRM








# I will focus exclusively on CRM

These tools are very effective in client acquisition (lead generation)

But in this seminar I will show how to use them for CRM








# Communications increase CRM results

It has been demonstrated that communications increases CRM results

That means communications have the power to influence customer behavior

They buy more, more often, more easily and increase their Lifetime Value








# What we will learn today

1. Why Social Media can deceive you
2. Why to use a Blog and Why NOT
3. The Hidden Key of online marketing
4. Automate or Die

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Social Media!

# Why Social Media can deceive you

## WHY you want to use Social Media

Social Media is still a “media”: it serves to carry a message to an audience

It’s called social, not because you have to socialize, but because it is a collective effort








# Why Social Media can deceive you

## HOW you want to use Social Media

Use Social Media to drive traffic to your blog

Before starting in Social Media, get your blog strategy working








# Why Social Media can deceive you

*Let's face it…*

Social Media is cool because it can drive lots of traffic to your site

That's important in client acquisition

That's not key in CRM








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# Why to use a Blog and why not

*First of all…*

What is a Blog?

Why a Blog is important?








# Why to use a Blog and why not

## What is a Blog?

It’s a super-easy way to set up a website (the easiest Content Management System)

You don’t need technicians to setup a blog

It’s easily organized by topic or date








# Why to use a Blog and why not

## Why is a Blog important?

People use blogs more and more

People expect business to have blogs

Google prefers information in blogs








# Why to use a Blog and Why NOT

## Why NOT to use a Blog

a) To talk about yourself and your company
b) Because it's fashionable
c) To get "free traffic"

# Why to use a Blog and Why NOT

## Why to use a Blog

a) To keep your customer “warm”
b) To increase your perceived value with information
c) To promote cross- and up-sells








# Why to use a Blog and why not

A blog is your “politically correct” sales tool

It is replacing the “company website” as the company website

A blog is like a constant “advertorial” that your customers read for free and at will








# wrong
# A ~~simple~~ Blog CRM plan

BLOG

EXTRA! EXTRA!

DAILY NEWS

ARTICOLO BLOG

... a d read

ab t

PRODUCT

CUSTOMERS

g to Blog...

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# The Hidden Key of online marketing

In marketing, things aren’t as they appear

Business make Blogs nobody visits

*Because…*

*… they have missed the Hidden Key of online marketing!*








# The Hidden Key of online marketing

**EMAIL is the Hidden Key!**

Email is the tool that brings your customers to your Blog

You send an email to inform of a new article on your Blog

This means you must have your customers' email and permission to email them








# A working Blog CRM plan

BLOG

... and read about product

PRODUCT

ARTICOLO BLOG

DAILY NEWS EXTRA! EXTRA!

customers read email and go to Blog...

CUSTOMERS

EMAIL

# The Hidden Key of online marketing

## Why you need the extra step of EMAIL

People aren’t naturally visiting your Blog, they have lives

But periodic email messages remembers them to visit and makes it a habit

It’s your duty, as the marketer to keep the relationship going








# The Hidden Key of online marketing

## Why Email works

An email is still perceived as a personal communication

When you tell people to check interesting info, they do it








Marco,

dimmi la verita': "giochi" in Borsa?

No, perche' se "giochi" in Borsa allora dovresti essere
gia' contento cosi' e non pretendere anche di guadagnare.

Chi dice "gioco in Borsa" fa esattamente questo: gioca.

Perche' se sei un panettiere dici "gioco con il pane"?
Se sei un idraulico "gioco con i tubi"?
Un avvocato "gioco con la legge"?

Non credo.

Chi "gioca" in Borsa non ha possibilita' di guadagnare,
per quanto si impegni e spenda soldi.

E ti dimostro perche':

http://getresponse.com/click.html?x=a62b&lc=rW8S&mc=m&s=SjVAk&y=V&

Alla tua liberta' finanziaria!
Alfio Bardolla




Il blog di Alfio Bardolla



“Sii molto chiaro sui tuoi obiettivi, ma flessibile sui metodi per raggiungerli”

Psicologia Finanza Immobili Trading Business










# Sei uno che “gioca in Borsa”? Ecco perché perdi!

di Alfio Bardolla

Una statistica dice che l’87% di chi investe in azioni perde: il restante 13% guadagna i loro soldi, ovviamente.

Il che non mi stupisce perché la maggior parte delle persone investe in Borsa

Cerca nel blog

## Categorie

Seleziona una categoria



**AB Trading il primo seminario in Italia che ti insegna a investire sulle opzioni e guadagnare anche quando il mercato perde**

- agosto 2009
- luglio 2009
- giugno 2009
- maggio 2009
- aprile 2009
- marzo 2009

Purtroppo, quando chi "gioca in Borsa" inizia a giocare, di solito i giochi sono fatti e presto inizierà la discesa. Ma ovviamente chi vende le azioni che cominciano a scendere dice "tieni duro, vedrai che tornano su", come se fosse una prova di forza invece

Links to PRODUCTS

## "Investire in Borsa" è un business serio, anche se accessibile a tutti

Credo veramente che chiunque possa imparare a fare trading, investendo in Borsa trading sulle opzioni o sul Forex o sulle valute (Forex) o sulle materie prime (Commodities). E che con questo sistema tu possa diventare finanziariamente libero è una cosa certa nella mia testa.

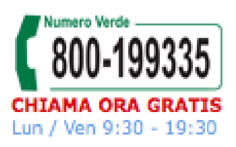
*Però va affrontato come un business serio.*






La società della libertà finanziaria




CHIAMA ORA GRATIS
Lun / Ven 9:30 - 19:30



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- Libertà Finanziaria™
- Investire in immobili™
- AB Trading School™
- Scuola di Business

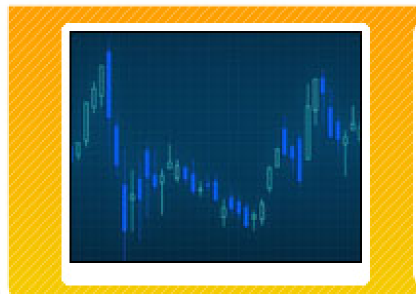
:: Prodotti e Seminari

- Corsi audio/video
- Seminari
- Coaching
- Libri



# Opzioni





## Prossima data

6 febbraio 2010 - 7 febbraio 2010

## Luogo

Milano

Richiedi Info

## Genera entrate automatiche sfruttando le tecniche più efficaci del trading in opzioni. Anche se non hai mai fatto trading.

**Seminario base / Durata 2 giorni**

**Trainer:** Marco Doni

**Di cosa si tratta?**
La maggior parte delle persone crede che nel trading si possa guadagnare solo quando il prezzo sale o scende. Questo fenomeno si verifica però solo nel 33% dei casi.

# The Hidden Key of online marketing

**Email is the glue to keep things together**

Email works underground

It is the “glue” that sticks your customers to your blog








# The Hidden Key of online marketing

**How often to email? As much as needed**

Don’t be shy or worried that you email customer too frequently…

A weekly email is good. More is better, less is too sparse.

You will “fire” your customers that feel you write too much – *they unsubscribe*








# The Hidden Key of online marketing

**Is this a big job? You bet!**

That’s far more work than simply writing a blog

But if you want to be effective this is it

*The good news: you don’t have to do it manually or by yourself…*








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**Any sufficiently advanced technology is indistinguishable from magic.**

***- Arthur C. Clarke***








# Automate or Die

The key to CRM is the automation of tasks by software

It's the software that remembers who a customer is and what he bought

And it's the software that communicates with the customers!








# Automate or Die

## What you can automate

a) You automate blog publishing

b) You automate email sending

c) You outsource everything!








# Automate or Die

## Automate Blog creation

A blog can be written asyncronously and published automatically with a schedule

Some content can come from external sources (PLR, RSS, content-bots)








# Automate or Die

## Automate Email

There is a rather unknown tool of email marketing: “sequential autoresponders”

Sequential autoresponders send automated emails

Automated emails can be just scheduled or triggered by events








## Follow Up Messages:

Your list has 1 autoresponder and unlimited follow up messages available. You are currently sending 11 messages. To move or reorder follow up messages simply click and drag it to the new location.

| Mesg | Interval | Type | Modified | Click Tracking | Subject | Spam? | Test | Copy | Delete |
|---|---|---|---|---|---|---|---|---|---|
| 1 | 0 | Text | 10/13/09 | on | [Tenis Facil] - 5 Trucos por TU ten... | 1 | Test | Copy | X |
| 2 | 1 | Text | 11/07/09 | on | [Tenis Facil] - 5 Trucos por TU ten... | 0 | Test | Copy | X |
| 3 | 1 | Text | 10/13/09 | on | [Tenis Facil] - 5 Trucos por TU ten... | 0 | Test | Copy | X |
| 4 | 1 | Text | 10/13/09 | on | [Tenis Facil] - 5 Trucos por TU ten... | 0 | Test | Copy | X |
| 5 | 1 | Text | 10/13/09 | on | [Tenis Facil] - 5 Trucos por TU ten... | 0 | Test | Copy | X |
| 6 | 2 | Text | 12/06/09 | on | [Tenis Facil] - 4 Trucos por tu Dri... | 0 | Test | Copy | X |
| 7 | 2 | Text | 12/06/09 | on | [Tenis Facil] - 4 Trucos por tu Rev... | 2.2 | Test | Copy | X |
| 8 | 2 | Text | 12/06/09 | on | [Tenis Facil] - 10 Consejos por tu ... | 0 | Test | Copy | X |
| 9 | 2 | Text | 12/06/09 | on | [Tenis Facil] - El Servicio: Prob... | 0 | Test | Copy | X |
| 10 | 2 | Text | 12/06/09 | on | [Tenis Facil] - 6 Sugerencias para... | 0 | Test | Copy | X |
| 11 | 2 | Text | 12/06/09 | on | [Tenis Facil] - 10 Consejos sobre ... | 1.3 | Test | Copy | X |

+ Add New Follow Up Message

# Automate or Die

## Outsource content!

The ultimate automation is outsourcing content creation

You can have someone write the blog for you, write the email for you and setup the whole automated CRM system

Speaker: Marco De Veglia






# Automate or Die

A one year blog and autoresponder sequence could be enough to start

It can be done in 1-2 months or less if you outsource

This becomes the founding platform of your CRM communications

# Ready for some questions and answers?









# Ok, answer these questions!








# Why is important to have a blog for CRM?

a) Because it’s important to keep a relationship with customers
b) Because you keep your customer warm so you can sell them again and again
c) Because today you must have a blog or they think you are old stuff








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# How do you get your customers to visit your blog?

a) I make it focused on my customers' interests

b) I use Social Media

c) I use a sequential autoresponder to link customers to the blog








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# What makes this complex Email + Blog system work easily?

a) Software automation
b) An internal team with different skills and some outsourcing
c) The fact that I write personalized emails so the customers feels the connection

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# How can you setup your Email + Blog operating strategy?

a) I outsource both the blog writing and the email promotion

b) I outsource the blog writing, but keep the email promotion in-house

c) I make the blog myself, but outsource the email promotion








## A resource website for you

# www.bestcrmtools.com








# Thank you, I am ready for your questions.


**Marco De Veglia**

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